



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Operations Committee

DATE: September 5, 2008

FR: Executive Director

W.I.: 1226

RE: Contract Amendment - Bike to Work Day: Bay Area Bicycle Coalition

Staff recommends that this Committee approve an amendment to the current contract with the Bay Area Bicycle Coalition (BABC) for Bike to Work Day (BTWD) to add \$150,000 and to extend the period of performance for an additional year.

Since October 2004, BABC has served as the regional coordinator to promote and implement the BTWD event, under sole source contracts with MTC. In staff's opinion, the BABC successfully administered the 2005, 2006, 2007 and 2008 events.

In November 2007, the Operations Committee approved a new contract with the BABC for BTWD 2008, renewable on an annual basis, for two additional years. It is again staff's opinion that the BABC successfully administered the 2008 event. Therefore, for the compelling business reasons described below, staff is recommending that the BABC contract be amended to provide for BABC to administer the BTWD event for 2009. TDA funds are included in the FY 2008-09 agency budget for this project.

Background

The BABC represents a unique collective effort of the county bicycle coalitions and has the regional and local support needed to implement the project. Each of the county coalitions maintains a formal arrangement with the BABC for coordinating, implementing and promoting BTWD at the county level. In all four years in which BABC administered BTWD, promotional materials have carried a consistent regional message and call-to-action (511 and 511.org). At the same time, BABC has provided opportunities for the local teams to add local event and contact information.

In addition to improved coordination and management of the event, staff believes the BABC and local teams have successfully promoted the event. In all four years, the BABC obtained substantial media coverage, with live interviews on every local channel on the day of the event, as well as extensive print coverage prior to and after the event. Web traffic on the 511 Bicycling site increased 59% in the weeks leading up to BTWD 2006, 50% in the weeks leading up to BTWD 2007 and 112% in the weeks leading up to BTWD 2008. There is evidence of sustained

usage throughout the year, as well (e.g., 30% increase in 2007 average weekly user sessions on the 511 Bicycling page compared to 2006 user sessions, and a 59% increase in 2008 average weekly user sessions compared to 2007 user sessions). The BABC also extended the Bike to Work Day message beyond the one-day event through the “Team Bike Challenge”, a month-long contest that encouraged people to cycle as much as possible throughout the entire month of May. In 2006, the contest produced 109 teams of commuters who rode their bikes throughout May, in 2007, the contest produced 237 teams and in 2008 the contest produced 412 teams.

For the 2009 event, the BABC will implement the following scope of work:

- Promote the 511.org Bicycling website as a year-round resource for bicycling information;
- Coordinate the event at the regional and local levels, including establishing county teams to facilitate the coordination;
- Maintain and coordinate the BTWD Technical Advisory Committee (TAC) to provide strategic direction throughout the event planning, execution and evaluation;
- Dedicate a portion of the budget for local efforts – a strategy that proved to be successful for all four prior events; and
- Maintain a BTWD website that can be accessed from 511.org.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a sole source contract with the Bay Area Bicycle Coalition in an amount not to exceed \$150,000 to promote and implement Bike To Work Day (BTWD) in 2009.

Steve Heminger

SH:SHB

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Consultant Contract

Work Item No.:	1226
Consultant:	Bay Area Bicycle Coalition San Francisco, CA
Work Project Title:	Bike To Work Day 2009
Purpose of Project:	To coordinate and promote the BTWD 2009 event
Brief Scope of Work:	Coordinate, promote and implement the regional and local activities for the event with input from the BTWD TAC and county teams.
Project Cost Not to Exceed:	\$150,000
Funding Source:	TDA
Fiscal Impact:	\$150,000 in FY 08/09 agency budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with the Bay Area Bicycle Coalition for the Bike to Work Day 2009 event and the Chief Financial Officer is authorized to set aside funds up to \$150,000 for such contract.
Admin. Committee:	<hr/> Sue Lempert, Chair
Approved:	Date: September 13, 2008